

CHICAGO AUTO SHOW

OFFICIAL PRESS KIT

FEB 10-19 | #CAS18



DRIVING WHAT'S
NEXT



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QUICK REFERENCE GUIDE

to the 110th Chicago Auto Show

MEDIA PREVIEW ★ Feb. 8-9

- Two-day preview hosting approximately 3,500 registered media and an additional 1,500 invited bloggers, digital influencers and shouters
- Anticipated 20 vehicle introductions
- Subaru President and Operating Officer Thomas Doll to keynote Midwest Automotive Media Association Breakfast
- Volkswagen CEO Hinrich Woebcken to lead Economic Club of Chicago Luncheon presentation

FIRST LOOK FOR CHARITY ★ Feb. 9

- Black-tie gala held the evening before the show opens its public run
- Chicago's greatest single-day fundraiser
- First Look for Charity set a news record in 2017 raising more than \$3 million for 18 local charities, generating nearly \$50 million since 1992
- Guests are treated to champagne, wine, soft drinks, world-class hors d'oeuvres and desserts – all while being the first to explore this year's show

PUBLIC SHOW ★ Feb. 10-19

- Approximately 1 million sq. ft. of exhibit space
- Nearly 1,000 vehicles will be on display
- Complete range of domestic and imported passenger cars and trucks, sport utility vehicles and experimental or concept cars
- Numerous accessories and auto-related exhibits, competition vehicles, antique and collector cars

TICKETS



Adults: \$13

Seniors (ages 62+): \$7

Children (ages 7-12): \$7

Children (ages 0-6): Free

SPECIAL DAYS



Women's Day: Feb. 13

Hispanic Heritage Day: Feb. 16

Family Day: Feb. 19

(Presidents Day)



[Directions
& Parking](#)



[Hotel
Information](#)



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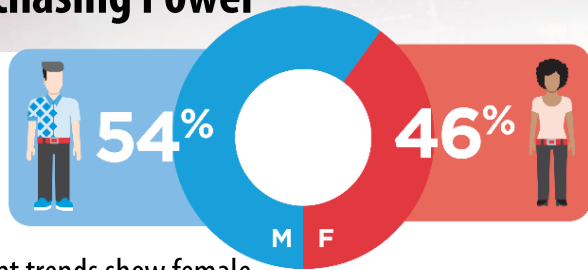


OFFICIAL CHICAGO
AUTO SHOW
MOBILE APP



CHICAGO AUTO SHOW: AT A GLANCE

Purchasing Power

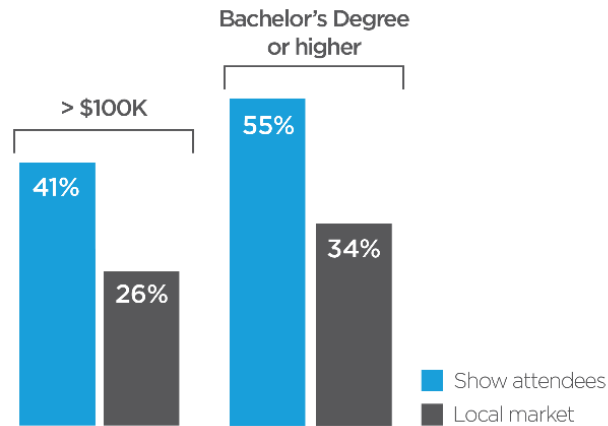


Recent trends show female attendance continues to rise.

SAVVY SHOPPERS



We're An Attractive Crowd



CAS attendees are more educated and affluent than the Chicago market.

- Most Complete Manufacturer Participation**
- Continues Tradition as Best-attended Consumer Auto Show**
- Most Attendees Visit Show Every Year or Every Other Year**

THEY MAKE A DAY OF IT



TOP 3 REASONS TO ATTEND

- "fun and entertaining"
- "see new vehicles"
- "compare and shop"



Average visit **about 4 hours**

TRY THIS ONE ON FOR SIZE

70% come to shop

65% in the market to purchase a new vehicle



[Download Assets Here](#)

MEDIA PREVIEW: Feb. 8-9

★ 2017 SNAPSHOT

- 3,500 journalists representing 1,500 outlets
- 1,000 social media influencers
- 54 million traditional media circulation
- \$55 million in ad value of media stories generated
- 5 TV specials hosted during show
- 175+ hours of live radio programming from show floor

★ SOCIAL MEDIA POWERHOUSE

- Garnered 45 million hashtag impressions
- Official hashtag was No. 1 trend nationally on Twitter for five years running
- Snapchat custom event geofilter reached 1.1 million people
- Additional 1,500 social media influencers regularly attend Social Media Preview

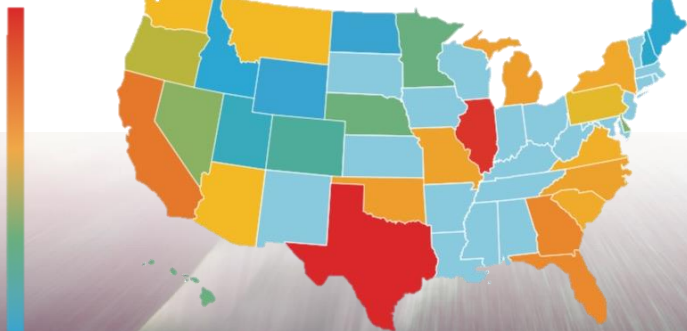
★ 2018 HIGHLIGHTS

- Anticipated 20 vehicle introductions
- Subaru President and Chief Operating Officer Thomas Doll to keynote Midwest Automotive Media Association Breakfast
- Volkswagen CEO Hinrich Woebcken to lead Economic Club of Chicago Luncheon presentation
- Concept & Technology Garage to feature 30-40 vehicles highlighting automakers' latest concepts, safety technologies and automotive telematics
- What Drives Her at the 2018 Chicago Auto Show Luncheon to be held on Feb. 9

U.S. Media Heat Map

High Media Coverage Nationwide

Highest Coverage



Official Hashtag
#CAS18

[#CAS18 Video](#)

FIRST LOOK FOR CHARITY



"Chicago's Finest Single-Day Fundraiser"

First Look for Charity stands as one of Chicago's greatest single-day fundraisers, regularly generating more than \$2.5 million for 18 area nonprofits. Held at McCormick place the evening before the Chicago auto show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d'oeuvres and desserts — all while being the first to explore the annual edition of the nation's largest auto show. Additionally, gala attendees will have the chance to win one of two brand new vehicles that will be awarded that evening.

Friday, Feb. 9, 2018
7-11 p.m.
McCormick Place
Chicago

Photos/Video for Download



Vehicle Giveaway



Ford Expedition



Ford Mustang

Benefiting 18 local charities:



FIRST LOOK for CHARITY: BY THE NUMBERS



27th Annual First Look For Charity Gala

1.1 million square
feet of
exhibit space **&**
nearly **1,000**
vehicles on display

2 vehicle
giveaways



2018 Ford Expedition



2018 Ford Mustang

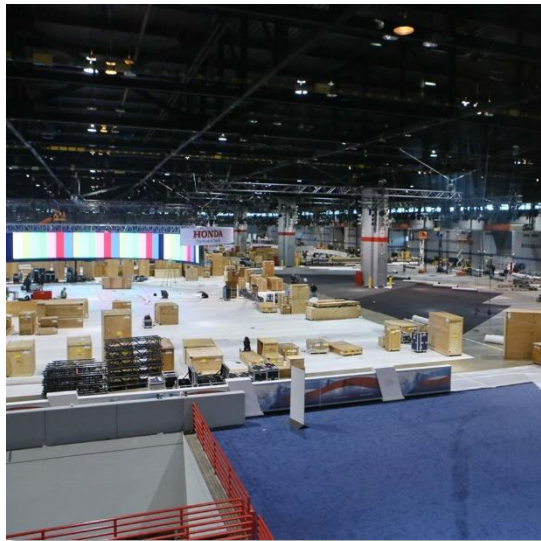
more than
\$2.5
MILLION
raised
for local
18 charities
annually

totaling

\$50 since its
MILLION inception
in 1992

 **60** beverage
stations
and
40 food stations 
 **140** chefs
78 — featuring —
different menu items
Cuisine supplied by **23**
different local
restaurants **&** caterers

HIGH RESOLUTION PHOTOS FOR DOWNLOAD



★ Move In



★ Media Preview



★ Public Show & Special Events

VIDEOS & B-ROLL



★ 2018 Chicago Auto Show Promotional Video



★ HD B-Roll



★ First Look for Charity Promotional Video

For More Videos,
Visit Official
YouTube Channel



WORDS from Executives...

"It's an auto show with a lot of customers so we like the ambiance of this show." - **Pietro Gorlier**

President & CEO, Mopar



"One of my favorite things about our space, we have the most test tracks. There's so much physical space [at the Chicago Auto Show] that we have just about every model we make here. It's really a shopper's show... people know they are going to see every version of every car." - **Ralph Gilles**

Head of Design, Fiat Chrysler Automobiles



"The Chicago Auto Show is a large show for General Motors, and we're here on a large scale this year." – **Dan Ammann**

President, General Motors



"From a media perspective I like the fact that the Chicago Auto Show brings journalists to the show so you have a really good platform to show new vehicles." - **Mark Gillies**

Manager, Product & Technology Communications, Volkswagen America



Volkswagen

"It's a popular show because it's the most attended by customers. The Chicago Auto Show really kicks off the spring selling season, not just for Chicago which is critically important, but – in my opinion – nationwide." – **Mark LaNeve**

Vice President, U.S. Marketing, Sales and Service, Ford Motor Company



"There's no better truck show in America than the Chicago Auto Show because of the space that you have here; it was extremely important for Nissan to be here." - **Fred Diaz**

Division Vice President & General Manager, Nissan Motor Corporation



CHICAGO AUTOMOBILE TRADE ASSOCIATION

Producer of the Chicago Auto Show

Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.

The CATA is comprised of more than 420 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 20,000 people in the metropolitan area.

The CATA has produced the world-famous Chicago Auto Show since 1935.



For more information on the CATA, visit cata.info



Office Location
18W200 Butterfield Rd.
Oak Brook Terrace, IL

CHICAGO AUTOMOBILE TRADE ASSOCIATION

CATA Board of Directors & General Manager

John Hennessy

2018 Chicago Auto
Show Chairman



River View Ford

Ray Scarpelli Jr.

CATA Chairman & 2018
Chicago Auto Show Co-
Chairman



*Raymond Chevrolet,
Raymond Kia,
Ray Chevrolet,
Ray Chrysler Dodge
Jeep Ram*

Tony Guido

CATA Vice Chairman



Arlington Heights Ford

Bill Haggerty

CATA Treasurer



*Haggerty Buick GMC
in Villa Park,
Haggerty Ford*

Kevin Keefe

CATA Secretary



*Brilliance Honda,
Brilliance Subaru*

Dave Sloan

President and
Chicago Auto Show
General Manager



CATA President

MEDIA CENTER CONTACT INFORMATION



Mark Bilek
Senior Director of
Communications and Technology
P: 630-424-6082
mbilek@drivechicago.com



Jennifer Morand
Director of Public Relations
and Social Media
P: 630-424-6084
jmorand@drivechicago.com



Annamarie Beretta
Communications Specialist

P: 630-424-6016
aberetta@drivechicago.com

Media Center

The Chicago Auto Show Media Center is located on level 4 of the North Hall of McCormick Place, Room N426.

The Chicago Auto Show Media Center opens at 7 a.m. on Feb. 8 and 9 and at 8 a.m. every other day. Closing times vary by day.

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for Online
Newsroom](#)